

## SHOW FILES

File 16:Gale Group PROMT(R) 1990-2004/Mar 22  
(c) 2004 The Gale Group  
File 48:SPORTDiscus 1962-2004/Mar  
(c) 2004 Sport Information Resource Centre  
File 147:The Kansas City Star 1995-2003/Sep 26  
(c) 2003 Kansas City Star

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Set	Items	Description
S1	1993	HFD AND FURNISHINGS
S2	87	WEEKLY () HOME
S3	21	S1 AND S2
S4	10	S3 AND NEWSPAPER
S5	5391	QUICK () RESPONSE
S6	0	S5 AND STOCK () AROUND () CLOCK
S7	0	S5 AND STOCK () AROUND () THE () CLOCK
S8	108	S5 AND GE
S9	108	S8 AND RESPONSE
S10	108	S9 AND QUICK () RESPONSE
S11	1	S10 AND GE () COMMITS
S12	0	STREAM\$
S13	99086	STREAM
S14	183936	STREAM OR STREAMING OR STREAMED OR STREAMS
S15	33	S14 AND (ADVERTISEMENT (6N) (STREAMING OR STREAMS OR STREAM OR STREAMED))
S16	55	TICKER (8N) (ADVERTISEMENT OR AD OR COUPON OR PROMOTION)
S17	11	S15 NOT PY>1999

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09/422,339

TS15/9/31

15/9/31 (Item 31 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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05178535 Supplier Number: 47902910 (THIS IS THE FULLTEXT)

**Web Broadcasting Takes a Step Forward**

Berinato, Scott; Deger, Renee

PC Week, p025

August 11, 1997

ISSN: 0740-1604

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; General Trade

Word Count: 292

TEXT:

1 MCI Communications Corp. and Progressive Networks Inc. last week unveiled plans to jointly develop a Web-based video- and audio-streamingand broadcast service.

5 RealNetwork will utilize IP Multicast technology to transmit live or on-demand video to PC users, even over narrow bandwidth connections such as 28.8K bps.

Progressive will supply the streaming video technology, while MCI will offer its backbone network for the data transmission, said officials of both companies.

10 The "Webcasting-in-a-box" approach gives corporations and broadcasters a tangible way to calculate the costs of putting content over the Web, which have been hard to pin down, said Jae Kim, an analyst at Paul Kagan Associates, in Carmel, Calif.

15 The avenue might also give content providers a new channel for selling advertising, thus offsetting the costs of Web-based productions, according to Kim. In addition, it's a product that is not easily reproduced by other Internet service providers.

20 Steve Hicks, chief technology officer of Home and Garden TV Inc., in Knoxville, Tenn., said his group will spend a year tweaking the MCI-Progressive service.

"We see streaming becoming a significant service for our audience," said Hicks. "The interactivity will allow our viewers to do things you just can't do with television."

25 Hicks said Home and Garden will offer interactive services such as allowing users to click on a streaming advertisement to receive a coupon.

Progressive's streaming technology will allow 50,000 simultaneous connections for a live Webcast. Eventually, up to 15 million could access content simultaneously, said Rob Glaser, chairman of Progressive Networks, in Seattle.

30 While RealNetwork will be sold as an entertainment mass medium, the companies will also market it as a channel to deliver software upgrades, targeted marketing campaigns and intranet applications for corporations, said Stephen Vonrump, MCI's vice president of enterprise marketing.

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PUBLISHER NAME: Ziff-Davis Publishing Company

COMPANY NAMES: \*MCI Communications Corp.; Progressive Networks Inc.

EVENT NAMES: \*380 (Strategic alliances)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*4811500 (Specialized Telecommunication Services)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51331 (Wired Telecommunications Carriers)

TICKER SYMBOLS: MCIC

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SPECIAL FEATURES: COMPANY  
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TS15/9/25

15/9/25 (Item 25 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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06472591 Supplier Number: 55077865 (THIS IS THE FULLTEXT)

**Streaming Advantage. (VideoLogger from Virage Inc) (Brief Article) (Product Announcement)**

Thyfault, Mary E.

InformationWeek, p20

July 5, 1999

ISSN: 8750-6874

Language: English Record Type: Fulltext

Article Type: Brief Article; Product Announcement

Document Type: Magazine/Journal; Tabloid; General Trade

Word Count: 181

## TEXT:

Streaming sells. Almost 60% of Web surfers will click through an advertisement when they see or hear streaming media, according to a recent Arbitron NewMedia/Northstar interactive study of Webcast audiences. And of those, almost half will click through streaming ads and buy products online.

As more Web surfers pay more attention to streaming, the technology is maturing (June 28, p. 32; [www.informationweek.com/741/stream.htm](http://www.informationweek.com/741/stream.htm)).

Last week, Virage Inc. unveiled VideoLogger video-cataloging software, which will enable RealVideo producers to make their files searchable. Virage also says it has selected Sun Microsystems to provide the primary server technology for Virage Interactive services, and it will develop and release Virage Video Search Tools and Virage VideoLogger for Sun Enterprise servers and the Solaris operating system.

ABCNews.com, CNet, and C-SPAN will use Virage Interactive, in which Virage hosts searchable, interactive video content for each Web site, says Carlos Montalvo, VP of marketing for Virage. "With video-search technology, you can go to a clip by topic and see what you want when you want it."

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PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Virage Inc.

EVENT NAMES: \*336 (Product introduction)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372692 (Video Server Software); 7372452 (Desktop Video Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: VideoLogger (Desktop video software)

SPECIAL FEATURES: COMPANY

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TS11/9/1

11/9/1 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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01803742 Supplier Number: 42273116 (THIS IS THE FULLTEXT)

**GE Commits to Quick Response: Dealers get opportunity to check firm's stock around the clock; deliveries within 48 hours**

HFD-The Weekly Home Furnishings Newspaper, v0, n0, p105

August 5, 1991

ISSN: 0746-7885

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 724

TEXT:

By James A. McConville

LOUISVILLE, Ky. - Offering its dealer customers the promise of a competitive edge, GE Appliances has developed a program that links its customers to up-to-the-minute information on what inventory the large appliance maker has in stock.

Called the Quick Response Program, GE in essence sells its customers time on its on-line computer program, allowing them access to its inventory around the clock seven days a week. The system reportedly allows retailers to carry a minimum of inventory and be able to buy as their goods are sold.

The program, an experiment started approximately four years ago, was expanded to a full-fledged program this year. GE reported that it has about 900 subscribers.

Offered to the manufacturer's dealers, the service is accessed through their personal computers. Subscribers are supplied with software and pay an on-line \$9 an hour service fee for being hooked up to the service.

Retail customers must have an IBM compatible computer. GE provides free software for on-line access, and retailers must send some staff to GE training schools.

"We believe this is the way manufacturers and dealers will have to do business together in the future to be competitive," said Larry Johnston, vice president of sales and distribution, GE Appliances, "and to get as much productivity as possible (from a) selling relationship.

The computer hookup works in conjunction with GE's physical distribution and logistics system of nine mixing warehouses and 100 cross-dock locations across the country. It allows customers to view GE's inventory in the majority of markets and then receive delivery of those goods within 24 to 48 hours.

"Our customers can tap directly into our system and into our inventory 24 hours a day, 7 days a week," said Johnston. "No other manufacturer is providing this real time on-line electronic linkage. We can pretty much guarantee our customers that within 24 to 48 hours we can deliver product almost anywhere in the U.S."

Customers also gain access to GE pricing information, product availability, and production schedules, said Johnston. "Quick response is more than just a fast delivery program, it's a program that has resulted from process improvements across our entire business - from forecasting, to manufacturing, to physical distribution, to customer service."

The program covers inventory from GE, Hotpoint, and RCA.

Another company, Whirlpool Corp., is also in the midst of starting its own customer response program to help dealers expedite ordering, according to a Whirlpool company spokesperson. However, details on the program were not available at press time.

The major benefit of the service for retailers: quick inventory availability and turnover. "It's as though your back room is expanded,"

said Johnston. "So instead of you carrying the inventory and the cost there, you can look at availability at your closest GE warehouse and see what's actually available."

The service also reportedly increases a dealer's turnover capability.

"We have dealers on the system today generating 10-15-20 turns a year on their inventories, which was unheard of," said Johnston. "There's one dealer in Arkansas that gets 20 turns a year when he used to get four." The delivery service has cut down the time it takes for retailers to respond to changes in consumer demand patterns. "We're kind of headed toward a vision you might call 'made to order,' " noted Johnston.

"Rather than forecasting what consumers want three to four months from now, based upon history, which is what the industry has to buy," he added.

Johnson said quick response allows retailer access to information at odd hours of the week. "With our program, he (the retailer) can go right straight over to the PC, get online immediately and look inside the GE distribution center that serves his part of the country." The retailer then places the order, sets up the delivery and also sets up his own delivery to the customer.

Dealers can also use the on-line service to check their own sales data, and if the product is not in inventory, look at GE's future production schedules.

"What we're doing is shrinking the cycle from forecast to delivery," commented Johnston.

"It's kind of like having a warehouse without a warehouse," said Johnston. "It allows our customers to react to real consumer demand, carrying lower levels of inventory, which lowers their costs. ... It allows independent retailers to emulate the back room costs of a power retailer."

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PUBLISHER NAME: Fairchild Publications, Inc.

COMPANY NAMES: \*General Electric Appliance

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3650000 (Consumer Electronics)

INDUSTRY NAMES: BUSN (Any type of business); HOME (Home Furnishings)

NAICS CODES: 33431 (Audio and Video Equipment Manufacturing)

SPECIAL FEATURES: INDUSTRY; COMPANY

ADVERTISING CODES: 32 Marketing/Advertising Methods

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